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## Amendments to Claims

Please amend the claims as indicated in the listing below, which listing supersedes and replaces all prior listings of claims:

1. (Currently Amended) A <u>user interface</u> method <u>for use with a model that generates optimal price markdown scenarios for items of commerce, the user interface method</u> comprising

    <u>using the model to generate, automatically, an optimal price markdown scenario</u> ~~displaying information about proposed markdowns of retail prices~~ for <u>a plurality of</u> items of commerce, the <u>optimal</u> ~~proposed-markdowns~~ <u>scenario</u> being based on a predefined objective function and on a predefined automatic analysis,

    <u>displaying to a user, via a graphical user interface, a table showing the optimal price markdown scenario generated by the model, the table having rows, each of which identifies items of commerce or groups of items of commerce and which shows markdown information therefor, the markdown information including a markdown price and an impact of that markdown price,</u>

    ~~enabling the user to cause changes in the automatic analysis, and~~

    <u>having the user input, via the graphical display interface, proposed modifications to the markdown scenario shown in the table,</u>

    <u>displaying to the user, via the graphical user interface, an updated table showing an impact of the user-proposed modifications to the optimal price markdown scenario, the updated table having rows each of which identifies items of commerce or groups of items of commerce and showing markdown information therefor, the markdown information including a markdown price and an impact of that markdown price.</u>

    ~~displaying to the user information about an impact of the changes on metrics associated with the items.~~

2. (Currently Amended) The method of claim 1 in which the <u>updated table shows an impact of the user-proposed modifications on any of</u> ~~metrics comprise~~ sales dollars, gross profit, or time when out of stock will occur.

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3. (Currently Amended) The method of claim 1 in which the ~~step of having the user input proposed modifications includes having the user specify~~ changes in the automatic analysis include specifying a markdown price in place of a markdown price determined by the ~~model~~automatic analysis.

4. (Currently Amended) The method of claim 1 in which the ~~step of having the user input proposed modifications includes having the user reject~~ changes in the automatic analysis include rejecting ~~one or more at least one~~ of the proposed markdowns.

5. (Original) The method of claim 1 in which the information displayed about proposed markdowns includes the amounts of the markdowns.

6. (Original) The method of claim 1 in which the information displayed about proposed markdowns includes the costs of the markdowns.

7. (Currently Amended) The method of claim 1 in which the ~~step of having the user input proposed modifications includes permitting the user to control execution of the step of displaying the updated table, thereby, permitting user~~ user can control the status of the displaying of the markdowns to permit interaction with the displayed information prior to committing to executing markdowns.

8. (Original) The method of claim 1 in which the information about proposed markdowns includes composite information about the total impact of the markdowns.

9. (Original) The method of claim 1 in which the information about proposed markdowns is displayed at a level selected by the user.

10. (Original) The method of claim 9 in which the level comprises individual items, or items that belong to a style, or subdivisions or division of a commercial operation.

11. (Currently Amended) The method of claim 1 in which the ~~step of having the user input proposed modifications includes having the user specify~~ changes in the automatic analysis comprise changes in the predefined objective function or in rules that govern the predefined automatic analysis.

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12. (Original) The method of claim 1 in which the objective function comprises optimizing gross margin dollars while targeting 100% sell-through by an out-of-stock date.

13. (Original) The method of claim 1 in which the information about proposed markdowns comprises a forecast of financial outcomes by time period with respect to one or more of the items of commerce.

14. (Original) The method of claim 13 in which the financial outcomes include sales, inventory, or margin.

15. (Original) The method of claim 1 in which the information about proposed markdowns comprises a what-if analysis that predicts financial outcomes based on user indicated markdowns in a succession of time periods.

16. (Original) The method of claim 15 in which the financial outcomes include sales, inventory, or margin.

Claim 17 (cancelled).

18. (Newly Added) A method comprising

A.    displaying information about proposed markdowns of retail prices for items of commerce, the displaying step including

        executing a model that proposes markdown prices for each of said items or groups of said items,

        generating a display which (i) identifies a said item or group of said items and (ii) shows markdown information therefor, the markdown information including a markdown price proposed by the model for such item or group of items and including and a financial impact of the markdown price,

B.    enabling a user to effect changes in the displayed information, the enabling step including enabling the user to propose a different markdown price for an item or group of items than one proposed therefor by the model,

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C.       enabling the user to to select or reject a markdown price proposed by the model for one or more of said items or groups of items in the display, and

D.       displaying information about the financial impact of the markdown prices for the items or groups of items proposed by the model in step (A), as changed by the user in step (B), and selected by the user or rejected in step (C).